

## **AMENDMENTS TO THE CLAIMS**

This listing of Claims replaces all prior versions and listings of claims in the application.

### **Listing of Claims:**

1-36. (Canceled)

37. (New) A method of providing unsolicited content information from a content provider to a mobile telecommunications device operating in a mobile telecommunication system, said method being performed in a Business-to-Business (B2B) engine connected to the telecommunication system, and comprising the steps of:

receiving a subscription from the content provider, wherein the B2B engine agrees to notify the content provider whenever the telecommunication system reports a triggering event associated with the mobile telecommunications device;

receiving from the telecommunication system, a report of a triggering event associated with the mobile telecommunications device;

notifying the content provider that the telecommunication system has reported a triggering event associated with the mobile telecommunications device;

receiving content information from the content provider in response to the notifying step; and

forwarding the content information to the mobile telecommunications device.

38. (New) The method of claim 37, wherein the triggering event is selected from a group consisting of:

a power-on registration by the mobile telecommunications device;

a location area change update by the mobile telecommunications device; and

a periodic update by the mobile telecommunications device.

39. (New) A method of providing an unsolicited service to a mobile telecommunications device operating in a mobile telecommunication system, said service being based on realtime information related to the mobile telecommunications device, said method being performed in a Business-to-Business (B2B) engine connected to the telecommunication system, and comprising the steps of:

receiving a subscription from the content provider, wherein the B2B engine agrees to notify the content provider whenever the mobile telecommunications device reports a triggering event, and the B2B engine agrees to receive content information from the content provider in response to notifying the content provider that the mobile telecommunications device reported a triggering event;

providing to the telecommunication system, a mobile identification number identifying the mobile telecommunications device;

receiving from the telecommunication system, subscriber information related to the mobile telecommunications device, said subscriber information including subscriber preferences relating to the service;

receiving from the telecommunication system, a report of a triggering event associated with the mobile telecommunications device;

forwarding the subscriber information and a notification of the report of the triggering event to the content provider;

receiving content information from the content provider in response to the notifying step, said content information being prepared in accordance with the subscriber information and preferences; and

forwarding the content information to the mobile telecommunications device as an unsolicited service.

40. (New) A Business-to-Business (B2B) engine for providing unsolicited content information from a content provider to a mobile telecommunications device operating in a mobile telecommunication system, said B2B comprising:

means for receiving a subscription from the content provider, wherein the B2B engine agrees to notify the content provider whenever the telecommunication system reports a triggering event associated with the mobile telecommunications device;

a first interface module for communicating between the B2B engine and the mobile telecommunication system, said first interface module including:

means for receiving from the telecommunication system, a report of a triggering event associated with the mobile telecommunications device; and

means for sending to the mobile telecommunications device, content information received from the content provider; and

a second interface module for communicating between the B2B engine and the content provider, said second interface module including:

means, responsive to receiving a report of a triggering event from the telecommunication system, for notifying the content provider that the telecommunication system has reported a triggering event associated with the mobile telecommunications device; and

means for receiving from the content provider, content information prepared in response to being notified that the telecommunication system reported a triggering event associated with the mobile telecommunications device.